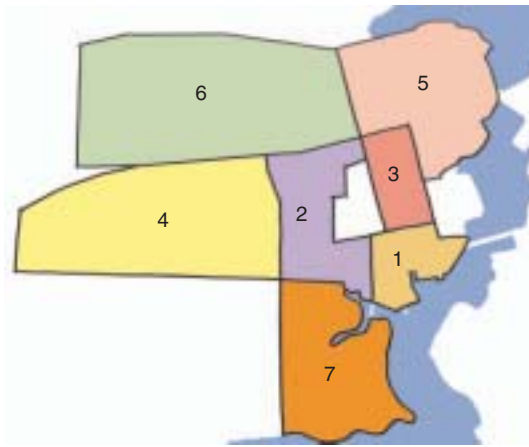


Initiatives



INITIATIVES
1 King Street Landing & the Waterfront Core
2 Salters Creek Landing & Franklin Street Corridor
3 Lincoln Street Landing & Upper Wine Street
4 Old Hampton Neighborhood
5 Pasture Point Neighborhood
6 Brights Creek Redevelopment
7 Victoria Boulevard Neighborhood

The Master Plan will be implemented through framework improvements and development initiatives. This section of the Master Plan describes the seven proposed initiatives. An initiative is a series of coordinated public and private investments designed to leverage the most value out of each other in order to effectively and efficiently implement the Master Plan. Initiatives are geographically defined and typically encompass one area of a Master Plan. By parceling a Master Plan into separate initiatives, all stakeholders and residents are equally considered. Each group has defined “bite size” tasks by which to implement the Master Plan.

All initiatives involve a multitude of stakeholders. Initiatives can proceed simultaneously and are not prioritized. An initiative should be implemented when two or more of the individual components within it are ready to move forward. The Master Plan contains both “near term” and “long term” recommendations. “Near term” refers to components of an initiative that are almost ready for implementation. In contrast, “long term” refers to components that require additional consultation and collaboration before they will be ready for implementation.



Open Space Framework

INITIATIVE 1

King Street Landing & the Waterfront Core

The King Street Street Landing and Waterfront Core initiative aims to create a new downtown relationship to the water and to re-establish Kings Way as a landmark street. Currently Settlers Landing Road separates the Downtown Core from both the Waterfront and Carousel Park. This initiative recommends transforming Settlers Landing Road from a bypass road into an urban waterfront main-street and to improve Carousel Park by activating it with waterfront market buildings. The private development initiatives include a new signature mixed-use development on the Goodyear property and the development of an urban grocery store adjacent to the existing municipal garage.



(ABOVE) Proposed view of the heart of Hampton's redevelopment around Carousel Park and the inlet with mixed-use buildings on the Goodyear/Wine Street property
(BELOW) Existing view of Carousel Park, the inlet, and the Goodyear/Wine Street property across Settlers Landing Road



INITIATIVE 1: KING STREET LANDING & THE WATERFRONT CORE
NEAR TERM
<p>Redevelop Goodyear/Wine Street property with a mix of uses and a signature building</p> <p>Add on-street parking and a bike lane to Settlers Landing Road (no physical changes)</p> <p>Convert Old Hampton Lane into a “parking street”</p> <p>Develop a grocery store addition to the parking garage on Settlers Landing Road</p> <p>Activate park in front of Museum with market building and new access point at Wine Street; rename as King Street Landing</p> <p>Redevelop site at Kings Way and Queens Way with two- or three-story mixed-use building</p> <p>Develop Kings Way streetscape that aligns sidewalks, coordinates signage, and makes a clear connection to the water</p> <p>Redevelop miscellaneous infill sites on Queens Way</p>
LONG TERM
<p>Pursue options for additional development atop and around Waterfront parking garages</p> <p>Develop Eaton Street hotel drop-off area into Eaton Street Landing</p> <p>Evaluate results of Settlers Landing Road modifications, and make appropriate physical changes</p> <p>Evaluate potential for extending King Street Landing south to the water’s edge</p>



Existing Conditions



Illustrative Master Plan

Goodyear/Wine Street Property

The development opportunity on the Goodyear/Wine Street property facing the proposed King Street Landing will be the City's most visible development opportunity over the next ten years. The Master Plan recommends a mixed-use building with ground floor retail and restaurant uses along with offices and housing on the upper floors that will create a new identity for Hampton. The building should define the perimeter of the block with parking behind, creating a landmark facing the King Street Landing. It will become the City's new front door.

The development on this site must be of the highest quality to establish the standard by which all other development shall be measured. In conjunction with the recommended street changes to Settlers Landing Road, the new development will help re-define the road as a pedestrian-friendly downtown street, not an auto-oriented bypass highway. Surface parking is discouraged, while an embedded parking garage for approximately 260-300 cars is recommended to serve not only the development on the block but also the general area as well.

Urban Grocery Store and Old Hampton Lane

The Master Plan calls for expanding the retail space on the east end of the parking garage to accommodate a new urban grocery store (a 25,000-square foot footprint). The grocery store would utilize parking on the ground floor of the garage, on-street parking in front of the store and new head-in parking proposed for Old Hampton Lane. Existing retailers affected would be accommodated in the commercial expansion or elsewhere Downtown.

An urban grocery store in downtown Hampton would provide grocery shopping options for the existing in-town residents and provide an amenity for new downtown residents not found in competing urban markets in the region.

Development of Carousel Park / King Street Landing

The plaza areas in front of the Virginia Air and Space Center are not as intensely used as many such Waterfront spaces. This is due in part to the lack of activities along the areas and because they are visually separated from the downtown streets by landscaping, Settlers Landing Road, and poor alignment of both the Kings Way and Wine Street sidewalks. The Master Plan calls for retail market structures along both sides of the Marina Inlet. A drive parallel with Settlers Landing Road would connect both Kings Way and Wine Street. New landscape design and the addition of a reflecting pond can provide effective visual connection between the Downtown and the Waterfront.

Mill Point Park

Mill Point Park is one of the downtown's more successful parks. Nevertheless, the design of the park does not successfully connect the water to the core of Downtown. The plan recommends redesigning the park to remove the berms thereby increasing visual access from the core of Downtown to the waterfront.



Proposed urban grocery store and existing municipal parking garage



(ABOVE LEFT) Proposed King Street Landing / Carousel Park
(ABOVE RIGHT) Alternate design with Amory Industries



Proposed view of Carousel Park Market on the inlet looking north



Existing view of Carousel Park and the inlet looking north

INITIATIVE 2

Franklin Street Corridor & Salters Creek Landing

The Salters Creek Landing and Franklin Street Corridor initiative is located on the western edge of downtown. The area is largely undeveloped; however, it contains two landmarks – the Hampton History Museum and St. John's Church. This initiative aims to expand the waterfront promenade to a new landing, create a strong critical mass of downtown housing along Franklin Street, and to improve access and visibility to the area's landmarks.



(ABOVE) Proposed view of Franklin Street retail and residences with the Sargent Building in the distance
(LEFT) Existing view of Franklin Street's surface parking lots and the Sargent Building in the distance



INITIATIVE 2: FRANKLIN STREET CORRIDOR & SALTERS CREEK LANDING
NEAR TERM
Develop Salters Creek Landing and a formal entrance drive to the Hampton History Museum Extend Franklin Street from Old Hampton Lane to Settlers Landing Road Redevelop Settlers Landing Road parking lots with a mix of uses including retail on the ground floor and housing above Develop new housing along Franklin Street between Queens Way and Lincoln Street Collaborate with Queen Street Baptist Church to develop new Community Outreach facility and new housing along Lincoln Street Add on-street parking and bike lanes to Armistead Avenue
LONG TERM
Redevelop HRHA property along Armistead Avenue with ground floor commercial and housing above. Evaluate redevelopment opportunities at Harbor Place Apartments, including extending Franklin Street to Pembroke Avenue

Redevelopment of Settlers Landing Road Parking Lots

The existing parking lots south of the Sargent Building are prominently located and controlled by the City. The Master Plan recommends extending Franklin Street through this area to create sites for mixed-use development with retail on the ground floor and housing above. New buildings should be a minimum of three floors, with all parking contained in the middle of the block in well landscaped surface lots. The buildings should define the edges of the block with three distinct fronts, including four or five stories along Settlers Landing Road in scale with the Sargent Building and the municipal parking garage to the east. The eastern facade of these buildings will define a new formal drive for the Hampton History Museum and should therefore be appropriately designed as a neighbor to this insti-

tution. The western face will define Franklin Street as a mixed-use street with a transition to residential uses further north. This facade should be more residential in character with smaller scaled porches and gabled roofs.

Salters Creek Landing

A new public park, Salters Creek Landing, is proposed in front of the Hampton History Museum. Salters Creek Landing will become the western terminus of the waterfront promenade, thereby extending the walkway an additional three blocks. The proposed formal entrance to the Museum can extend across Settlers Landing Road and become integrated into the design of Salters Creek Landing.

Franklin Street Housing

The sites along Franklin Street north of Queens Way represent the largest single block of land on which to create new urban housing. A combination of three-story apartments and townhouses can provide over 300 units, which would be a significant step towards creating a critical mass of residential units Downtown.

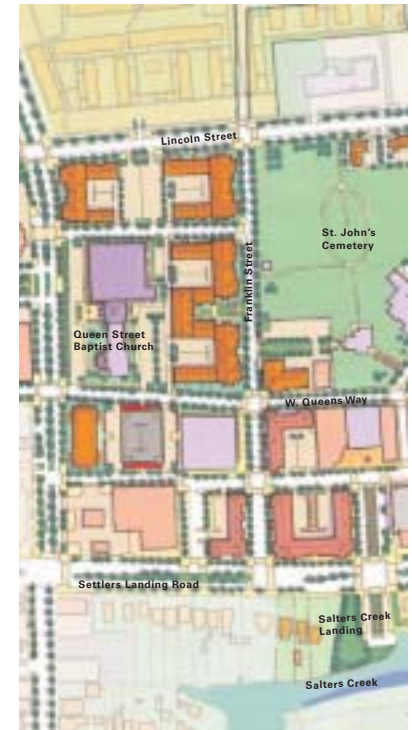
Small courtyards and setbacks can provide variety across the street from the brick wall of St. John's Cemetery. Parking for all units in this district should be provided either on-street, or in well-landscaped mid-block lots. The architecture of the housing should be derived from the best Hampton architectural traditions.

St John's Close

The area adjacent to St. John's Church can be developed as a mixed-use structure with retail or museum uses on the ground floor with residential above. It can enhance the setting for the church with a portal on axis with the church, framing a walk leading from Franklin Street to the church.



Existing Conditions



(ABOVE) Illustrative Master Plan
(BELOW) Alternative plan for St. John's Close at St. John's Church



INITIATIVE 3

Lincoln Street Landing & Upper Wine Street

The Lincoln Street Landing and Upper Wine Street initiative borders Pasture Point on the north east side of the Downtown Core. This area of Downtown represents an opportunity to improve the Downtown's north-south streets (Wine and King) and their relationship to the water, to redevelop the government center with new offices and a garage, and to create a northern terminus of the Downtown promenade at the proposed Lincoln Street Landing.



Existing Conditions



Illustrative Master Plan



INITIATIVE 2: LINCOLN STREET LANDING & UPPER WINE STREET
NEAR TERM
<ul style="list-style-type: none"> Develop Wine Street streetscape, including adding on-street parking wherever possible Create Lincoln Street Landing at the terminus of Lincoln Street (pump station lot) Convert Eaton Street into a series of neighborhood parks Extend Mill Point Drive to Wine Street Develop new infill housing on both sides of the extended Mill Point Drive Develop street connections and a parking garage in the Government Center Extend Wine Street to Pembroke Avenue Redevelop eastern edge of Government Center with new housing
LONG TERM
<ul style="list-style-type: none"> Relocate City Jail and redevelop sites along the periphery of St. John's Cemetery with new housing Strengthen Lincoln Street with new housing at Carmel Center and Sheriff's Office Lot

INITIATIVE 4

Old Hampton Neighborhood

The Old Hampton Neighborhood is rich in history with an important legacy dating from the post Civil War era as a “Contraband of War” camp to house slaves from throughout the South who were fleeing North to escape their bondage. In recent years it has suffered many of the problems of inner city neighborhoods, which has caused long time residents to leave.

The community has been working on a Community Revitalization Plan which calls for new houses at affordable cost for homeowners and improvements to the public areas. The Downtown Master Plan builds upon this neighborhood plan and provides some additional concepts for consideration by the community. Illustrated on this page is an initiative to create a new street on a present industrial site as a means of both creating new house sites and improving



(ABOVE) Proposed view of renovated Watkins Feed Store and new residential development
(LEFT) Existing view of Watkins Feed Store on Queen Street



the street pattern of the neighborhood. The historic Watkins Feed Store is proposed to be restored as a neighborhood landmark at the entrance to this new street.

Key issues for residents are problems associated with Grant Park – it is hidden from public view and has become a center of crime. The plan suggests one way in which the Park can be more open to public view and therefore become more secure. The new street on the site of an empty industrial site provides an improved entrance to the Park as well as sites for new home ownership units. The Park is illustrated with one of several possible configurations to expand it to both Queen and Lincoln Streets. The existing Grant Circle which serves only two houses, but causes severe security problems for the Park, is recommended to be vacated with the right of way providing access to the two properties.

Additional residential development is suggested for sites located at the corner of Queen Street and Back River Road.

At the suggestion of Old Hampton residents, the plan calls for the redevelopment of distressed residential and retail properties near the intersection of LaSalle Avenue and Queen Street.

INITIATIVE 4: OLD HAMPTON NEIGHBORHOOD
RECOMMENDATIONS
<p>Improve Grant Park by acquiring key properties and creating important street connections that will provide additional access, visibility, and surveillance on the Park</p> <p>Establish a new front to the Community Center oriented to Armistead Avenue and the historic alignment of Grant Street</p> <p>Develop guidelines for new construction and rehabilitation</p> <p>Redevelop the Watkins Feed Store</p> <p>Redevelop properties at Queen Street and Back River Road with housing and neighborhood serving retail</p> <p>Pursue additional north-south street connections that increase neighborhood connectivity and opportunities for new housing</p> <p>Improve LaSalle Corridor and related blighted properties</p>



Existing Conditions



EXISTING HOUSING IN OLD HAMPTON New infill housing in Old Hampton should respect the modest scale of historic housing.



Illustrative Master Plan



Phase 1



Phase 2



Phase 3

Pasture Point Neighborhood

The Pasture Point Neighborhood includes a remarkable collection of historic houses, especially in the areas south of Pembroke Avenue. North of Pembroke Avenue, residents spoke of concerns about truck traffic from industrial uses embedded in the northern end of the neighborhood. The plan suggests those uses be replaced with residential development that continues the best traditions of the neighborhood. The plan on the following page indicates these properties facing a new linear park which links the east side of the neighborhood, including the portion north of Interstate 64, with Colbert Avenue and the future Brights Creek development to the west.



(ABOVE) Proposed view of new Pasture Point housing
(LEFT) Existing view north on Eaton Street towards Interstate 64



Building upon the Neighborhood Plans: Pasture Point

This initiative reflects the Reinvestment Plan for the neighborhood adopted by City Council in January 2003. Pasture Point is a strong in-town neighborhood with strategic importance to Downtown because of its location, architectural character, and potential for reinvestment in the existing housing stock.

Pasture Point has a good supply of historic and architecturally distinctive housing. Incentives to help homeowners rehabilitate their homes will be priority tools in this neighborhood's revitalization. To preserve the character of the area, design guidelines and quality standards for the construction of new housing and rehabilitation of existing housing are recommended. Additionally, streetscape improvements including street lighting, neighborhood entry signage, and landscaping are encouraged to establish a unique identity for the neighborhood consistent with its historical significance.

Existing industrial and business uses between the neighborhood and Interstate 64 detract from the community both visually and functionally, and should be acquired and redeveloped for new housing and a greenway that connects Pembroke Landing with King Street. As an alternative some of the industrial building stock could be re-used for loft housing.



NEW HOUSING IN PASTURE POINT
New housing in the neighborhood should blend seamlessly with existing housing.



Illustrative Master Plan



Existing Conditions

INITIATIVE 5: PASTURE POINT NEIGHBORHOOD

RECOMMENDATIONS

- Purchase remaining industrial properties in Pasture Point and develop street and greenway connections between Pembroke Landing and King Street
- Create guidelines for the construction of new housing along greenway, and rehabilitation of existing houses
- Complete streetscaping and neighborhood signage programs
- Develop new housing along new greenway connection in accordance with guidelines
- Develop commercial site along King Street adjacent to I-64
- Pursue sound mitigation options with VDOT

INITIATIVE 6

Brights Creek Redevelopment

The industrial yards north of Downtown represent long-term opportunity to expand Downtown with both neighborhoods and revenue-generating commercial development. Residential and neighborhood development should extend from Downtown to the northern edge of Brights Creek. Commercial development should line the expressway. Armistead Avenue should become a high quality boulevard linking Downtown to Coliseum Central.

INITIATIVE 6: BRIGHTS CREEK REDEVELOPMENT

RECOMMENDATIONS

- Develop a direct street connection from the foot of the eastbound I-64 off ramp to King Street
- Redevelop property facing the Interstate with commercial and light industrial uses
- Develop a direct street connection from Back River Road to Rip Rap Road
- Improve Armistead Avenue as a high-quality urban boulevard and a functional connection between the Coliseum Central area and Downtown
- Develop plans for the restoration of Brights Creek into an urban greenway and City-wide amenity
- Work with property owners to create a new in-town neighborhood between Downtown and the northern edge of the proposed Brights Creek Greenway
- Work with existing property owners to create a high quality commercial development between the northern edge of the proposed Brights Creek Greenway and I-64



Illustrative Master Plan



Existing Conditions



X-Ray of an Armistead realignment alternative



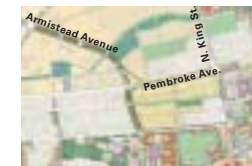
Illustrative plan of an Armistead realignment alternative



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X-Ray of an Armistead realignment alternative



Illustrative plan of an Armistead realignment alternative



INITIATIVE 7

Victoria Boulevard Neighborhood

The Victoria Boulevard neighborhood has a large collection of well maintained and restored houses with beautiful streets and public spaces. The community's major concern has been to eliminate unnecessary through traffic. Traffic calming measures have begun to be initiated with some success and additional ones are recommended. There is also concern that if the marina and other waterfront sites are considered for redevelopment in the future, the form of that development should be compatible with the neighborhood. The plan suggests a guideline with set-backs which maintain visual access to the water. In addition, redevelopment of the site should encourage public or semi-public access to and along the waterfront.



WATERFRONT APPROACH New development on the Waterfront should create view corridors to the water. If possible, public space along the water's edge (Victoria Boulevard Landing) should be created.



WATERFRONT DEVELOPMENT Currently occupied by multiple disparate businesses, Bridge Street's waterfront should be redeveloped with uses that maintain public views and access to the water.



Illustrative master plan with design guidelines



INITIATIVE 7: VICTORIA BOULEVARD NEIGHBORHOOD
RECOMMENDATIONS
Develop guidelines that create public value and protect public views of the Hampton River for the redevelopment of Waterfront property north of Victoria Boulevard
Improve traffic-calming measures along Victoria Boulevard by either increasing the size of the existing traffic circles, or by building mid-block bulb-outs
Pursue options for creating a public space at the terminus of Armistead Avenue: Armistead Avenue Landing